

WorkKeys/KEC Promotion

I. Media Campaign

Target Audience: Men and Women 25-55 years of age who are unemployed, underemployed or seeking career enhancement

Distribution:

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| TV | :30 and :60 TV Spots to run prime time 6 p.m. – 12 midnight on ESPN, Lifetime, SpikeTV, USA, TNT |
| PSAs | Public Service Spots to run on TV51, Cable 8, and Cable 75 |
| Newspaper | 3 x 3 ½ ads to run in Sunday's employment classified section |
| Flyer | Information flyer to be distributed throughout the community |
| Billboards | (3) Billboards to run on a rotation schedule |
| Posters | (5) Life-sized KEC posters |

II. Business/Industry Awareness Campaign

Target Audience: CEOs, Plant Managers, and HR Managers of local manufacturing, healthcare, service, and retail organizations

Theme: WorkKeys, along with the Kentucky Employability Certificate, is the best option for hiring and maintaining productive employees.

Tag Line: Keys to a Brighter Future!

Distribution: A video and brochure will be shared in personal, face-to-face, informational meetings with the target audience.